

CITY OF MIAMI BEACH
Office of the City Manager
Letter to Commission No. _____



To: Mayor David Dermer and
Members of the City Commission

Date: July 13, 2004

From: Jorge M. Gonzalez
City Manager

A handwritten signature in black ink, appearing to read "Jorge", written over the printed name of the City Manager.

**Subject: THE USE OF CHANNEL 20 TO TELEWISE PUBLIC SERVICE
ANNOUNCEMENTS AND OTHER GOVERNMENTAL PROGRAMMING**

The purpose of this LTC is to provide an update on the use of Channel 20 to televise public service announcements (PSAs) and other governmental programming.

At the May 5, 2004 City Commission meeting, a discussion was held regarding the use of Channel 20. The Commission agreed that programming on Channel 20 should continue to only air City produced material and discussed and agreed that materials produced by other government agencies could also be televised, particularly if the contents dealt with health and public safety.

Since May 5, the Administration has taken a number of steps to augment programming on Channel 20. Several government agencies have been contacted to obtain the rights to use their government-produced videos. To date, we have obtained and televised two different HIV prevention PSAs from the Centers for Disease Control (CDC); air-quality and water conservation PSAs from the Department of Environmental Regulation (DERM); and PSAs from the Florida Department of Agriculture. In addition to the pre-produced videos, the City is also producing several original programming in an effort to educate our residents on a number of City projects and services. Some of the programs have included topics on the City's sand dune restoration efforts and the Beachwalk project; information on our parks and recreational programs and activities, including a piece on the newly opened North Shore Park Youth Center; the new building permitting process; and a video on the City's recent Fourth of July celebration held in South Beach.

The Administration will continue to obtain and produce PSAs and programming that will positively contribute to the education of our residents and other Channel 20 viewers and will keep the City Commission informed on upcoming new programming via LTCs.

If you have any questions or need any additional information, please contact me.

JMG/vri

c: Robert Parcher, City Clerk
Vivian Guzman, Neighborhood Services Director
Nannette Rodriguez, Public Information Officer
Ron Francis, Media Specialist

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